

Report: act_report¶

- Create a **250-word-minimum written report** called "act_report.pdf" or "act_report.html" that communicates the insights and displays the visualization(s) produced from your wrangled data. This is to be framed as an external document, like a blog post or magazine article, for example.

An exploration into the tweets of a popular dog-rating Twitter account gave us intriguing insights into the world of tweeting about dogs.

Insights:¶

Tweet Source Distribution:¶

In the age of mobility, it's fascinating to observe from which device or platform tweets originate. A significant chunk of the tweets from our dataset was from the "Twitter for iPhone" app. This not only speaks to the popularity of Apple's device but also hints at the on-the-go nature of such tweets. Social media trends suggest that a large portion of users access platforms via mobile devices, and our dataset reiterates that.

1. Twitter for iPhone
2. Vine - Make a Scene
3. Twitter Web Client
4. TweetDeck

Tweet Posting Patterns:¶

Diving deep into the timestamps of the tweets, we unearthed patterns that provide a window into user engagement. Upon mapping the frequency of tweets across months, we observed peaks and troughs. Such trends can be instrumental for digital marketers, content creators, or even casual users who want their dog pictures to get maximum engagement.

1. December 436 tweets
2. November 352 tweets
3. January 255 tweets
4. February 190 tweets
5. March 187 tweets

6. July 147 tweets
7. June 140 tweets
8. May 104 tweets
9. April 103 tweets
10. October 71 tweets
11. September 69 tweets
12. August 63 tweets

Frequency of Dog Names:¶

Names have personality, and the dataset presented a palette of dog names. Some names cropped up more frequently, suggesting popular names dog owners lean towards. Recognizing these names can be an ice-breaker in a park conversation or even give new dog owners ideas!

1. Lucy
2. Charlie
3. Cooper
4. Oliver
5. Tucker
6. Penny
7. Lola
8. Sadie
9. Winston
10. Toby

Visual Representation:¶

The line plot showcasing the number of tweets posted per month offers a clear visual of the engagement trends. The green line, interspersed with circular markers, ebbs and rises across months, painting a vivid picture of user activity. The grid lines ensure easy readability, and the x-axis ticks for each month ensure clarity.

